# Unit 3 - Using Social Media in Business

# Social Media Sites – Business Use

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JD Sport

Netflix (Media Centre)

# Creating an image or brand

- This is about associating the product in people's minds with the kind of image the company wants to portray
- For instance, if promoting a healthy or sporty lifestyle brand this will be reflected in the image.
- The goal is to attract the correct target market and to think positively about the product or service

# Business Profile

## How the business describes itself to visitors

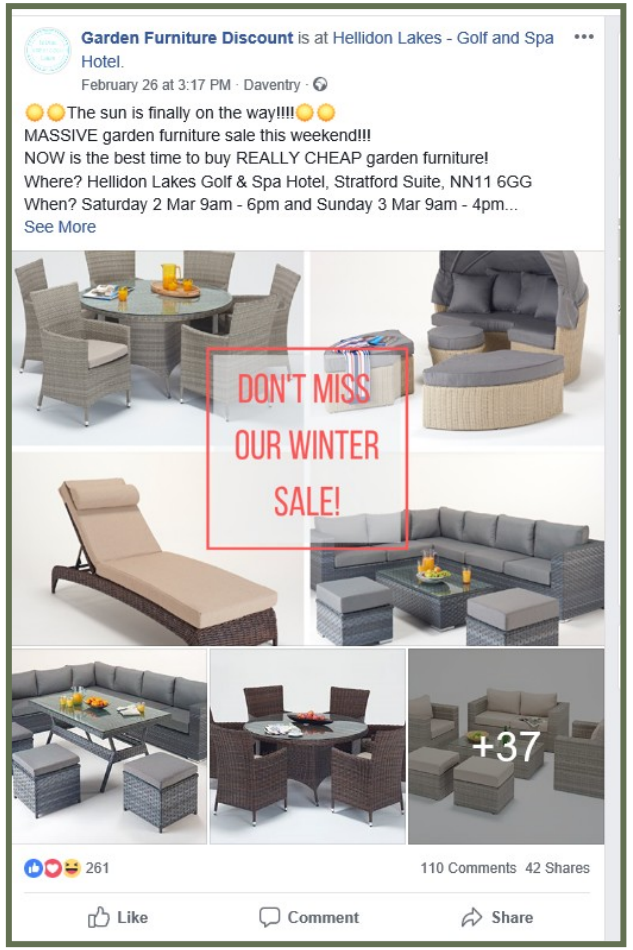
# Advertising Promoting Products and Services

- Businesses can set up free profiles on social media platforms
- They use them to promote their products and services and describe their businesses to customers
- They will post interesting content that their followers interact with by commenting, liking or sharing

Tesco @Tesco · 1h
In a supermarket first, we've just launched our new range of Wicked Kitchen plant based bakes. Filled with sugar, spice and all things nice, if you need a delicious reason to try Veganuary, you've just found it.
Pick up a pack from the majority of larger stores, only at Tesco.
NO MILK.
NO EGGS.
NO BUTTER.
(JUST AS DELICIOUS)
12
7
25

# Advertising
# Paid for adverts (Sponsored)

- Social media platforms earn their money by offering businesses paid advertising
- Facebook - sponsored adverts that users see on their timeline/newsfeed
- On Twitter – paid for tweets - promoted tweets that appear in your feed among the tweets from people you follow
- Adverts are tailored to particular demographic criteria (age or gender), and to the user's recent internet search history


Garden Furniture Discount is at Hellidon Lakes - Golf and Spa Hotel.
February 26 at 3:17 PM · Daventry ·
The sun is finally on the way!!!!
MASSIVE garden furniture sale this weekend!!!
NOW is the best time to buy REALLY CHEAP garden furniture!
Where? Hellidon Lakes Golf & Spa Hotel, Stratford Suite, NN11 6GG
When? Saturday 2 Mar 9am - 6pm and Sunday 3 Mar 9am - 4pm...
See More
DON'T MISS OUR WINTER SALE!
+37
261
110 Comments 42 Shares
Like
Comment
Share

# Advertising
# Paid for adverts (Sponsored)

# Using Social media to advertise (sponsored)

- Question – look on your social media newsfeed.  What adverts are appearing?

# Advertising
# Direct and Indirect Advertising

**Direct Advertising**

- Where business uses adverts which tell you to buy their product or sign up to their service
- Direct approach – simply telling you what that product or service is in the hope you will purchase

**Indirect Advertising**

- More subtle approach
- Not directly selling through that particular post, but posting content that would be of interest to the target audience
- For instance – posting content to related issues - perhaps a sportswear supplier showing a video clip of a recent sporting event
- Sponsorship – e.g. sponsoring a TV programme
- Creates a positive attitude towards the product or service

# Advertising
# Using the Customer's search history

- Businesses will pay to have adverts placed on a social media user's site (newsfeed/twitter feed).
- It will display products or services that a customer (or potential customer) has previously searched for on that business's website.  The advert will provide a link back to the website from the advert
- The aim is to remind users of items they have looked at but not yet purchased
- It is using a user's previous site search history to target adverts

# How ads follow you around the internet

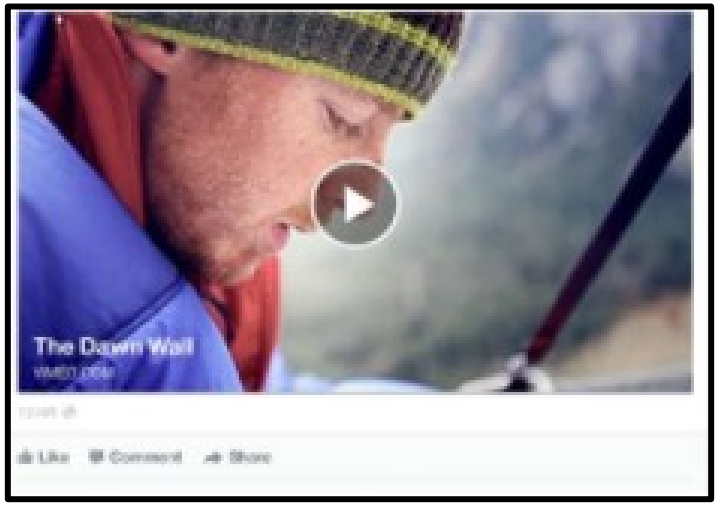
How ads follow you around the internet - YouTube

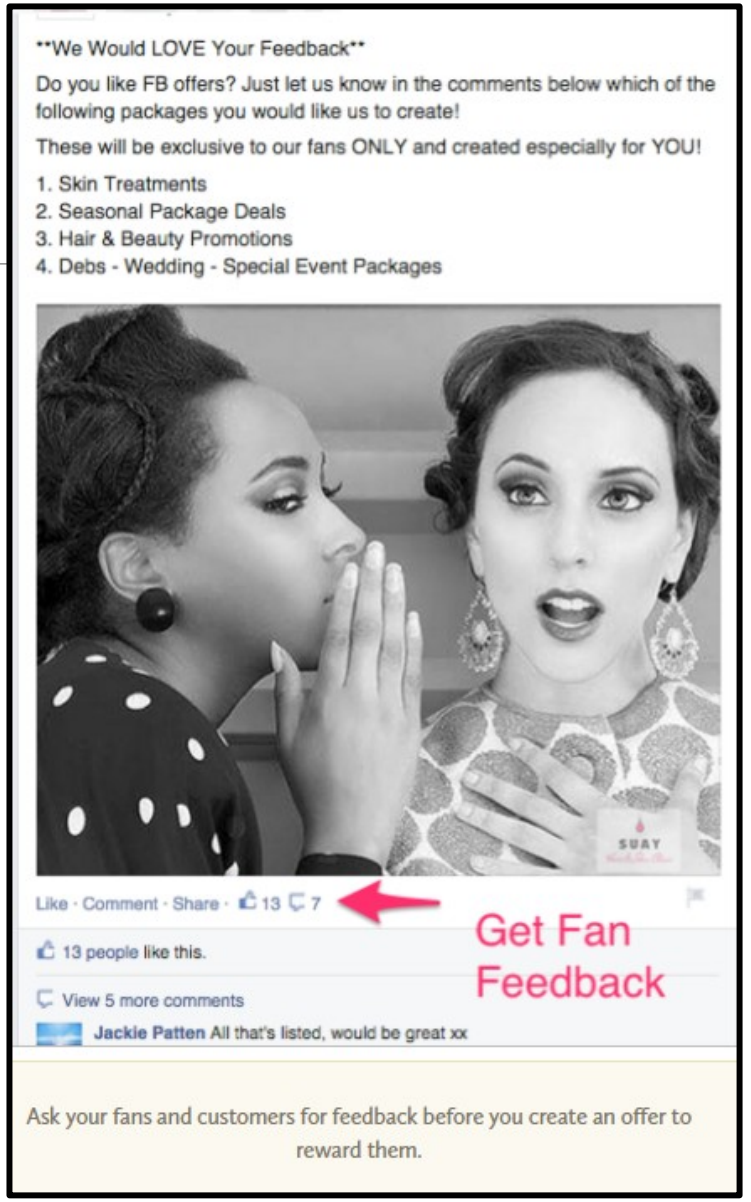
# How ads follow you around the internet

- Question – search for a product on the internet, and then go to one of your social media sites.  Is that product appearing as an advertisement?

# Content Formats

- Text
- Images
- Video links
- Polls
- Quizzes




**We Would LOVE Your Feedback**
Do you like FB offers? Just let us know in the comments below which of the following packages you would like us to create!
These will be exclusive to our fans ONLY and created especially for YOU!
1. Skin Treatments
2. Seasonal Package Deals
3. Hair & Beauty Promotions
4. Debs - Wedding - Special Event Packages
Like · Comment · Share · 13 7
13 people like this.
View 5 more comments
Jackie Patten All that's listed, would be great xx
Get Fan Feedback
Ask your fans and customers for feedback before you create an offer to reward them.

# Content Formats

- Text alone is not very eye-catching – and you must proof read an check grammar!
- Where possible, including images will help to make a post more noticeable – but use good quality images
- Video is very popular but producing good quality video is time consuming.
- Poor quality images or video will damage the company image.
- Appropriate links to further enhance the user experience – especially to company website
- Facebook provides a number of apps including polls and quizzes – encourages participation

# Types of Post

- Information
- Promotion
- Humour
- Special offers

Just got some cool new headphones. You guys want a pair?
BEETS BY DRE
Like · Comment · Share
51
213 people like this.
View all 19 comments

# Mobile Device Integration

- Most social media platforms have mobile versions of their sites – e.g. optimised for smaller screens so that people can use them on the move
- Allows users to locate local services while they are on the move so mobile device integration is very important to businesses (e.g. if you are out you might want to search for a nearby restaurant or coffee shop)
- Location services are important for this – location related information

# Activity

Activity 3 – How businesses set up their social media website and post content

This work can contribute to your assignment for Learning Aim A (3.1)